Renée Beach

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Creative Director | Artist Development
Image& Brand Identity | Product Component
Designer | Music, Fashion & Beauty

Renée Beach is a Canadian creative director, artist image developer, product component designer, celebrity hair and makeup artist, fashion stylist and entrepreneur who has spent a few decades working across the international beauty, music and entertainment industries.

Her career began in the world of rock 'n' roll, where she developed a distinctive creative approach to artist identity, bringing together music, fashion, beauty, design and visual storytelling.
Her work has taken her around the world on international concert tours, collaborating with some of rock music's most influential recording artists.

Beginning in 1985, Renée established a longstanding creative relationship with British rock band The Cult. Known within the band's circle as "Firewoman," she contributed to the band's evolving visual identity through artist development, hair and makeup, fashion styling, photography, music video creative direction, wardrobe, art direction, merchandise and record cover design.

Her career expanded through creative collaborations with Billy Idol, Guns N' Roses, Metallica, Aerosmith and Robert Plant, among others.
She also developed a significant creative relationship with Canadian rock band The Tea Party and frontman Jeff Martin, working across artist image development, styling, clothing design, photography, visual direction and album artwork.



For Renée, artist development is about far more than appearance. It begins with understanding an artist's individuality, musical direction and creative character, then translating those elements into an authentic, distinctive and recognisable visual identity.

Years spent living, working and travelling between London, New York and Los Angeles have shaped her international perspective and enduring connection to music, fashion, beauty and contemporary culture.





Renée designed the component for the M·A·C bullet lipstick for M·A·C Cosmetics. This achievement represents a significant connection between her creative background and the beauty industry, bringing together product design, aesthetics and brand identity.













Her professional background includes Vidal Sassoon training, alongside further industry education and experience with ORIBE, Schwarzkopf Professional and M·A·C Cosmetics.






NUDO
Sleeping Beauty









Her business experience extends well beyond the creative studio. Between 1995 and 2000, Renée worked with Back Stage Pass, a 13-store fashion retail chain across Southern Ontario, Canada, as executive buyer and private-label designer. Her responsibilities encompassed merchandising, product development, licensing, brand identity, retail presentation and store interiors.

She subsequently served as Vice President of CIRCA Records in Canada, working in artist management, artist image development and creative direction, combining her experience in the recording industry with her understanding of branding, visual communication and commercial development.

Throughout her career, Renée has moved seamlessly between the creative and commercial worlds, from international concert tours, recording studios and music video productions to fashion retail leadership, cosmetics, product design and independent entrepreneurship.

Her strength lies in recognising the distinctive character of an artist, product or brand and developing a cohesive creative identity that connects with an audience.



"London has always held a very special place in my life, both personally and creatively. Many of my closest friends, professional relationships, music connections and previous clientele are based there.

For years, I have dreamt of returning to the UK, not only to continue my career, but to reconnect with a place that has been such an important part of my life. My personal history, friendships and creative journey are deeply connected to London, and returning would feel as much like coming home as beginning an exciting new chapter.

VIDEO

(CLICK ON PICTURE TO VIEW VIDEO)



VHI BEHIND THE MUSIC
RENEE BEACH



THE CULT - EDIE MUSIC
VIDEO



RENEE BEACH
CLOTHING PROMO



RENEE BEACH
DEMO REEL



For me, creativity has never simply been a career. It's been my life, and I wouldn't have it any other way."

✢ Renée Beach